
Profiles and Economic Contribution:
General Visitors to Broward County, Florida
2000-2001

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Table of Contents

Acknowledgements	i
Preface	iii
List of Tables	iv
List of Figures	iv
List of Appendix Tables	iv
General Visitors Survey	1
Visitation	1
Origin of Visitors	3
Number of Annual Visits, Days, Overnight Stays and Length of Trip	7
Demographic Profiles	11
Economic Contribution of Visitors to Palm Beach County	17
Appendix Table A.1	22
General Visitor Survey Questionnaire	23

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Any errors in the data and analyses presented here are the responsibility of the authors.

Preface

This report is based on a survey of the “General Visitor” population of Broward County conducted as part of the “Socio-economic Study of Reefs in Southeast Florida”. The Reef Study was a multi-agency partnership between the National Oceanic and Atmospheric Administration (NOAA), the Florida Fish and Wildlife Conservation Commission and the four counties of Palm Beach, Broward, Miami-Dade and Monroe.

Visitors to Broward County were defined as all those that were not permanent residents of Broward County. Under this definition, visitors to Broward County include residents of neighboring counties and seasonal visitors, as well as people on business trips or those just passing through.

In this report, we provide a profile of the “General Visitor” population of Broward County and provide estimates of the economic contribution that visitors make to the Broward County economy. Expenditures by visitors are limited to those trip expenditures made in Broward County. Economic contribution is measured as value added, output/sales, income, number of full and part-time jobs, and indirect business taxes in Broward County only. Economic contribution was estimated using the input-output model “IMPLAN”.

To estimate total expenditures and economic contribution requires estimates of total visitation. The Reef Study included estimation of the total number of visitors in the “General Visitor” population as measured by the number of person-trips and the number of person-days. These two measurements are defined and explained in the first section of this report. The details of how visitation was estimated will be available in a forthcoming technical appendix. The technical appendix will be posted on our Web site as soon as it is available.

Profiles are provided and comparisons made between summer and winter visitors. The summer was defined as June – November 2000 and the winter was defined as December 2000 – May 2001. The year for this study was therefore defined as from June 2000 through May 2001.

As mentioned above, the “General Visitor” survey was part of the larger study on reef users. The study covered Palm Beach, Broward, Miami-Dade and Monroe counties. Surveys were conducted for both visitors and residents of each county that used either the artificial or natural reefs off the coast of each county. The results of reef study can be found on our Web site (<http://marineeconomics.noaa.gov>) under the theme Artificial and Natural Reefs, Southeast Florida. The report is in downloadable portable document format (pdf). Chapter 4 of the report is devoted to the residents and visitors to Broward County that used the reefs off the coast of Broward County during the period June 2001 through May 2001.

Statistical Tests. Throughout this report we present comparisons between summer and winter visitors. For continuous variables such as annual visits, annual days, length of stay (days or nights), age, party size and expenditures per person-trip we used two-sample T-tests for differences in the means. For discrete variables (categorical response variables) or continuous for which we produced intervals for bar chart presentation, we used a non-parametric test for differences in the distributions. The test used was the Kolmogorov-Smirnov two-sample test. The basis used for deciding statistical significance was the five (5) percent level of significance.

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List of Tables

Table 1.	Number of Completed Questionnaires by Mode of Access and Season: Broward County	2
Table 2.	Broward County Visitation	2
Table 3.	Country of Residence by Season: Broward County	3
Table 4.	Top Five States in Broward County by Season	3
Table 5.	Florida Residents by County and Season	4
Table 6.	Census Regions and Divisions of Residency by Season	4
Table 7.	Annual Household Income, Detailed Categories by State	15
Table 8.	Annual Household Income, Collapsed Categories by Season	15
Table 9.	Primary Purpose of Trip by Season	17
Table 10.	Type of Accommodations - Overnight Visitors by Season	17
Table 11.	Expenditures Per Person-Trip by Season	17
Table 12.	Expenditures Per Person-Day by Season	18
Table 13.	Total Expenditures by Season	18

List of Figures

Figure 1.	Foreign vs. Domestic Visitors by Season	4
Figure 2.	Census Regions of Residence by Season	5
Figure 3.	U.S. Bureau of the Census Regions and Divisions of the United States	5
Figure 4.	Annual Visits by Season	7
Figure 5.	Annual Days by Season	7
Figure 6.	Annual Number of Overnight Trips by Season	8
Figure 7.	Length of Stay (# of Days) by Season	8
Figure 8.	Number of Nights on Interview Trip by Season	9
Figure 9.	Total Party Size, Including Residents, by Season	11
Figure 10.	Total Party Size, Excluding Residents, by Season	11
Figure 11.	Party Size, 16 Years of Age and Over, Excluding Residents, by Season	12
Figure 12.	Party Size, under 16 Years of Age, Excluding Residents, by Season	12
Figure 13.	Age of Respondents by Season	13
Figure 14.	Hispanic, Latino or Spanish Origin by Season	13
Figure 15.	Race by Season	14
Figure 16.	Race/Ethnicity by Season	14
Figure 17.	Total Expenditures per Person-trip by Season	17
Figure 18.	Total Expenditures per Person-day by Season	18
Figure 19.	Economic Contribution of Visitors to Broward County	20

List of Appendix Tables

Table A1.	States of Visitor Residence by Season	22
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General Visitor Survey

For purposes of this study, a “General Visitor” to Broward County was defined as anyone that was not permanent resident of Broward County. Thus, residents of neighboring counties, seasonal residents as well as those on business trips or those just passing through were considered part of the “General Visitor” population.

Visitors were surveyed in two seasons (summer and winter). The summer season was defined as June through November 2000, while the winter season was defined as December 2000 through May 2001. The survey-sampling period for the summer season was from June 21, 2000 through September 5, 2000. The winter survey-sampling period was from February 22, 2001 through April 12, 2001. The summer season surveys were conducted by the Bicentennial Volunteers, Inc. and Rife Market Research out of Miami, Florida. The Bicentennial Volunteers, Inc conducted all the winter surveys.

A total of 780 interviews were completed (494 summer season and 286 winter season). These sample sizes were considered adequate for getting reliable estimates of spending by season to support the estimation of economic contribution of visitors to the Broward County economy. All interviews were conducted on-site and face-to-face. Interviews were conducted at over 70 sites throughout the county, including hotels, motels, campgrounds, parks, marinas, boat ramps, and various tourist attractions. Local knowledge was used to stratify samples across sites. Hazen and Sawyer, P.C. managed the survey under contract to Broward County, Florida.

The survey asked (see Appendix A for General Visitor Survey Questionnaire) for how visitors accessed Broward County. We collapsed the larger number of categories to those in Table

1. During the summer season, over 53 percent of those interviewed arrived in Broward County using air transportation, while 45 percent used some form of highway or auto transportation. Only one sampled person accessed the county via train each season. During the winter season, only 40 percent accessed the County using air transportation, while 53.8 percent accessed the County using some form of highway or auto transportation. Cruise ship passengers made-up 1.4 percent of visitors during the summer and 5.6 percent of visitors during the winter.

Visitation

Visitation to Broward County was estimated using two measurements; 1) person-trips and 2) person-days.

Concept of a Person-trip. For any given day, the number of person-trips and the number of visitors is the same. But once the time period for estimation is expanded beyond one day, then the possibility exists that the same person can make more than one trip (visit). Because visitors are interviewed as they are leaving Broward County (ending their visit), a visitor is counted each time they visit Broward County. This is the concept of a person-trip or visit. We can use these two terms interchangeably.

Number of Visitors. The number of person-trips (visits) and the number of visitors are two measurements that have long been a source of confusion. The old Florida Division of Tourism had long confused these two measurements. For the two measurements to be equivalent requires that for a given period of estimation, each person make only one visit (trip). Although this is true for a majority of visitors to Broward County, it is not true for all visitors. Visitors during the summer season made on average 7.2 annual visits to Broward County, while winter visitors made on average

7.1 annual visits to the County. To get an estimate of the separate number of people that visited Broward County, one has to divide the number of person-trips (visits) by the average number of visits (trips) each person made to the County.

Number of Person-days. Another useful measurement is the number of person-days. Each visit (trip) may have a different length of stay. For day-trips, the concept of a person-day and a person-trip are thus equivalent. But many trips (visits) are for more than one day. The average visitor to Broward for the period June 2000 – May 2001 stayed on average 7.58 days on each visit (trip). Multiplying the average length of stay by the number of person-trips (visits) for a given time period yields an estimate of the number of person-days for that time period. Dividing the estimate of the total number of person-days by the number of days in the given time period yields an estimate of the average number of visitors in Broward County for the average day during that time period. This latter estimate is used in assessing the “functional population”, i.e., the number of people in Broward County on a given day. The concept of a “functional population” is used in planning for facilities and services.

Summary: Person-trips (visits)

For the time period June 2000 – May 2001, we estimate the General Visitor population made over 9.4 million person-trips (visits) to Broward County. Over 3.3 million person-trips were made during the summer season (June 2000 – November 2000) and over 6 million person-trips were made during the winter season (December 2000 – May 2001). See Table 2.

Summary: Person-days

For the time period June 2000 – May 2001, we estimate the General Visitor population spent over 84.6 million person-days in Broward County. Summer visitors spent over 25.9 million person-days in the County, while winter visitors spent about 58.7 million person-days in the County. On an average summer day, there were 141,750 visitors in Broward County, while in the winter there was, on average, 320,700 visitors in Broward County. The functional population of Broward County is significantly higher in the winter than the summer months.

Table 1. Number of Completed Questionnaires by Mode of Access and Season: Broward County

	Summer		Winter		Total	
	#	%	#	%	#	%
Auto	223	45.1%	154	53.8%	377	48.3%
Air	263	53.2%	115	40.2%	378	48.5%
Cruise Ship	7	1.4%	16	5.6%	23	2.9%
Train	1	0.2%	1	0.3%	2	0.3%
Total	494	100%	286	100%	780	100.0

Table 2. Broward County Visitation

	(millions)		
	Summer	Winter	Total
Person-trips	3.31	6.09	9.40
Person-days	25.94	58.69	84.63

Origin of Visitors

One of the most important pieces of information for assessing market demand is the origin or primary place of residence of visitors. In the survey, very detailed information was gathered on the location of visitors' primary place of residence. We summarize this by Country, State or Territory within the U.S., and by County for Florida residents. Within the U.S. we also summarize by Census Region and Division. In each summary table, we provide percentage distributions in two ways. First, we provide Country, State or Territory, or Florida County as a percent of "ALL VISITORS". The second distribution differs by topic. For Country, we provide the distribution among "Foreign Visitors Only". For example, Table 3 shows that during the summer season three (3.0) percent of All Visitors were from Canada. But, Canadians made up 15 percent of "All Foreign Visitors". Table 4 shows that 19.4 percent of All Summer Visitors were from other Florida counties, but those summer visitors from Florida accounted for 24.3 percent of "All U.S. Visitors". Similarly, Table 5 shows the distribution of visitors from other Florida counties. About 4.6 percent of "All Summer Visitors" were from neighboring Palm Beach County, while Palm Beach County residents accounted for 24 percent of "All Florida Summer Visitors".

Country. The summer and winter markets are quite different. A significantly higher proportion of summer visitors is foreign visitors than is winter visitors (20.2% foreign in the summer and 7.3% foreign during the winter—See Figures 1). In addition,

while 4.4% of summer visitors were from the Bahamas, we did not pick-up any visitors from the Bahamas during the winter. Canadians made-up 3 percent of the summer visitors and 5.2 percent of the winter visitors. During the winter season, Canadians accounted for over 71 percent of foreign visitors.

States. Table 4 shows the top five States of visitor residence by season. See Appendix Table A.1 for the details for all States. Florida was ranked number one in both the summer and winter seasons. Annually, visitors from other Florida counties account for 18.2% of all visitors to Broward County. New York ranks number two annually, followed by Pennsylvania, New Jersey and Ohio. The pattern changes slightly between the summer and winter. Visitors from States in the

South are the leading sources of visitors in both seasons with about the same share in each season. Eastern states account for the second biggest share of visitors with a significantly higher share in the winter versus summer season. Also, visitors from the Midwest account for a higher share of visitation during the winter versus summer season. Visitors from the West make up a slightly lower share of visitors during the winter versus summer season.

Florida Counties. Distance plays a key role in determining visitation. Neighboring counties of Palm Beach to the north and Miami-Dade to the south are the two leading sources of Florida visitors. Palm Beach and Miami-Dade residents account for over 57 percent of all Florida visitors to Broward County (Table 5).

Table 3. Country of Residence by Season: Broward County

	Summer		Winter		Annual	
	All	Foreign Visitors	All	Foreign Visitors	All	Foreign Visitors
	Visitors (%)	Only (%)	Visitors (%)	Only (%)	Visitors (%)	Only (%)
Argentina	0.4	2.0	0.0	0.0	0.3	1.7
Australia	0.2	1.0	0.0	0.0	0.1	0.8
Bahamas	4.4	22.0	0.0	0.0	2.8	18.2
Belgium	0.2	1.0	0.0	0.0	0.1	0.8
Brazil	0.0	0.0	0.3	4.8	0.1	0.8
Burma	0.2	1.0	0.0	0.0	0.1	0.8
Canada	3.0	15.0	5.2	71.4	3.8	24.8
Chile	0.2	1.0	0.0	0.0	0.1	0.8
China	0.0	0.0	0.3	4.8	0.1	0.8
Colombia	0.2	1.0	0.0	0.0	0.1	0.8
Czech Republic	0.2	1.0	0.0	0.0	0.1	0.8
El Salvador	0.0	0.0	0.3	4.8	0.1	0.8
England	1.8	9.0	0.0	0.0	1.2	7.4
France	0.6	3.0	0.0	0.0	0.4	2.5
Germany	0.4	2.0	0.3	4.8	0.4	2.5
Greece	0.4	2.0	0.0	0.0	0.3	1.7
Ireland	0.2	1.0	0.0	0.0	0.1	0.8
Italy	0.6	3.0	0.0	0.0	0.4	2.5
Jamaica	2.8	14.0	0.0	0.0	1.8	11.6
Mexico	0.2	1.0	0.0	0.0	0.1	0.8
New Zealand	0.2	1.0	0.0	0.0	0.1	0.8
Peru	0.4	2.0	0.0	0.0	0.3	1.7
Phillipines	0.2	1.0	0.0	0.0	0.1	0.8
Puerto Rico	0.2	1.0	0.0	0.0	0.1	0.8
Scotland	0.4	2.0	0.0	0.0	0.3	1.7
South Africa	0.2	1.0	0.3	4.8	0.3	1.7
Sweden	1.4	7.0	0.0	0.0	0.9	5.8
Switzerland	0.2	1.0	0.0	0.0	0.1	0.8
Trinidad	0.2	1.0	0.0	0.0	0.1	0.8
United States	79.6	n/a	92.7	n/a	84.4	n/a
Wales	0.6	3.0	0.0	0.0	0.4	2.5
Other	0.2	1.0	0.3	4.8	0.3	1.7

Table 4. Top Five States in Broward County by Season

State	Summer				Winter				Annual			
	Rank	All		U.S. Visitors Only (%)	Rank	All		U.S. Visitors Only (%)	Rank	All		U.S. Visitors Only (%)
		Visitors (%)	Only (%)			Visitors (%)	Only (%)			Visitors (%)	Only (%)	
Florida	1	19.4	24.3	1	16.0	17.3	1	18.2	21.5			
New York	2	12.3	15.4	2	10.8	11.7	2	11.8	13.9			
Pennsylvania	3	4.0	5.1	4	4.9	5.3	3	4.3	5.1			
New Jersey	4	3.6	4.6	7	3.5	3.8	4	3.6	4.2			
Ohio	5	3.6	4.6	8	3.1	3.4	5	3.5	4.1			
Michigan	11	2.0	2.5	3	5.2	5.6	7	3.2	3.8			
Massachusetts	14	1.2	1.5	5	3.8	4.1	12	2.2	2.6			

Census Regions and Divisions. By aggregating States into Census Regions and Divisions, we can see the different patterns across seasons in the origin of visitors. Again we see a higher proportion of visitors coming from the East and the Midwest during the winter versus the summer season. And, a slightly lower proportion of visitors from the West during the winter versus the summer season. From the East, the New England Division accounts for most of seasonal change, and from the Midwest, the East North Central Division accounts for most of the seasonal change (Table 6 and Figure 2).

Table 5. Florida Residents by County and Season

County	Summer		Winter		Annual	
	All Visitors (%)	FL. Visitors Only (%)	All Visitors (%)	FL. Visitors Only (%)	All Visitors (%)	FL. Visitors Only (%)
Alachua	0.2	1.0	0.0	0.0	0.1	0.7
Brevard	0.4	2.1	1.0	6.5	0.6	3.5
Charlotte	0.4	2.1	0.0	0.0	0.3	1.4
Citrus	0.0	0.0	0.0	0.0	0.1	0.7
Collier	0.0	0.0	0.3	2.2	0.3	1.4
Columbia	0.0	0.0	0.0	0.0	0.1	0.7
Dade	6.3	32.3	5.9	37.0	6.1	33.8
Duval	0.6	3.1	0.0	0.0	0.4	2.1
Escambia	0.0	0.0	0.3	2.2	0.1	0.7
Hillsborough	0.8	4.2	0.0	0.0	0.6	3.5
Indian River	0.2	1.0	0.0	0.0	0.1	0.7
Lee	1.2	6.3	0.3	2.2	0.9	4.9
Leon	0.2	1.0	0.3	2.2	0.3	1.4
Manatee	0.2	1.0	0.0	0.0	0.1	0.7
Marion	0.0	0.0	0.3	2.2	0.1	0.7
Martin	0.2	1.0	0.0	0.0	0.1	0.7
Monroe	0.8	4.2	0.7	4.3	0.8	4.2
Orange	0.8	4.2	0.0	0.0	0.5	2.8
Osceola	0.2	1.0	0.0	0.0	0.1	0.7
Palm Beach	4.6	24.0	3.8	23.9	4.3	23.9
Pinellas	0.4	2.1	0.3	2.2	0.4	2.1
Polk	0.2	1.0	0.3	2.2	0.3	1.4
Sarasota	0.2	1.0	0.0	0.0	0.1	0.7
Seminole	0.2	1.0	0.0	0.0	0.1	0.7
St. Lucie	0.0	0.0	0.7	4.3	0.3	1.4
Union	0.2	1.0	0.0	0.0	0.1	0.7
Volusia	0.4	2.1	1.0	6.5	0.6	3.5

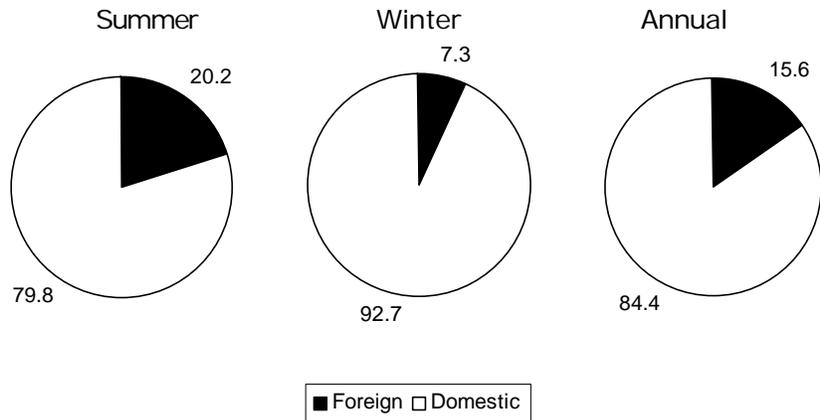


Figure 1. Foreign vs. Domestic Visitors by Season

Table 6. Census Regions and Divisions of Residency by Season

Census Region/Division	Summer		Winter		Annual	
	All Visitors	U.S. Visitors Only	All Visitors	U.S. Visitors Only	All Visitors	U.S. Visitors Only
East	23.2%	29.1%	32.1%	34.6%	26.5%	31.3%
New England	3.2%	4.1%	12.9%	13.9%	6.8%	8.0%
Mid-Atlantic	20.0%	25.1%	19.2%	20.7%	19.7%	23.3%
South	36.6%	45.8%	36.9%	39.8%	36.7%	43.4%
West South Central	4.2%	5.3%	4.9%	5.3%	4.5%	5.3%
East South Central	3.4%	4.3%	3.8%	4.1%	3.6%	4.2%
South Atlantic	28.9%	36.2%	28.2%	30.5%	28.6%	33.9%
Midwest	13.5%	17.0%	18.5%	19.9%	15.3%	18.2%
East North Central	10.1%	12.7%	15.3%	16.5%	12.0%	14.2%
West North Central	3.4%	4.3%	3.1%	3.4%	3.3%	3.9%
West	6.3%	7.8%	5.2%	5.6%	5.9%	7.0%
Mountain	3.4%	4.3%	2.8%	3.0%	3.2%	3.8%
Pacific	2.8%	3.5%	2.4%	2.6%	2.7%	3.2%
US Territories	0.2%	0.3%	0.0%	0.0%	0.1%	0.2%

Figure 2. Census Regions of Residence by Season

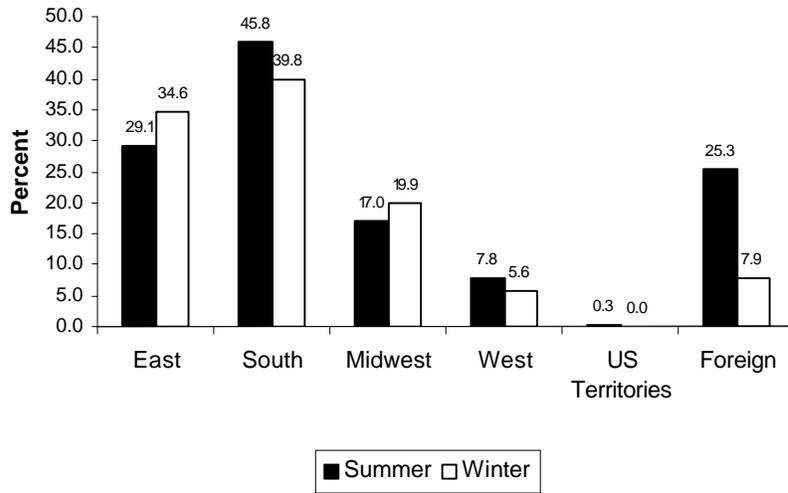
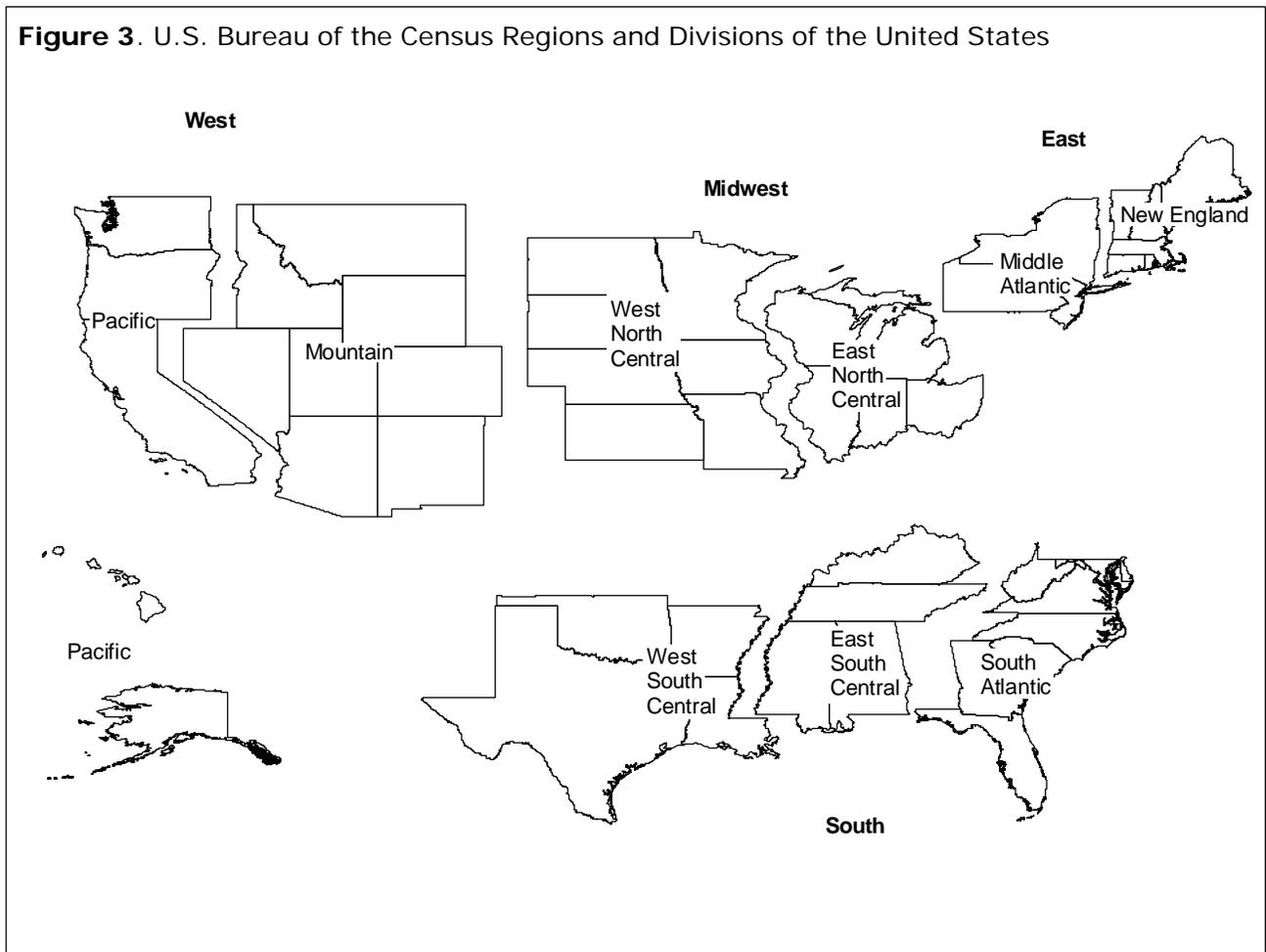


Figure 3. U.S. Bureau of the Census Regions and Divisions of the United States



Number of Annual Visits, Days, Overnight Stays and Length of Trip

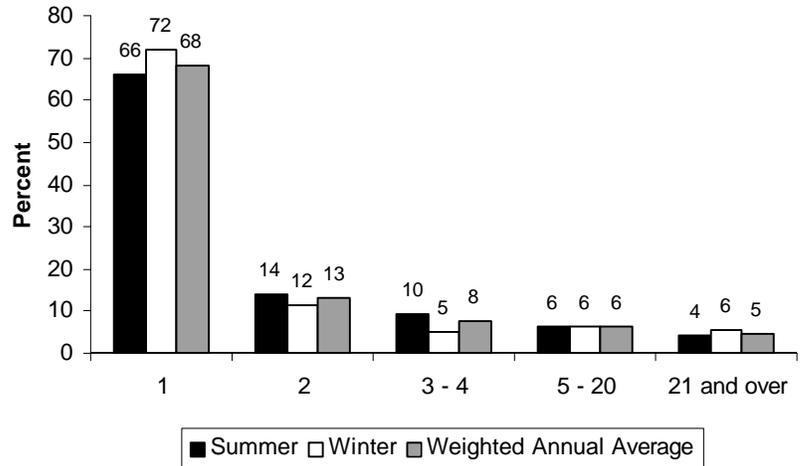
The survey obtained several measures of visitation. Visitors were first asked how many times they had visited Broward County during the past 12 months. They were then asked how many days they spent in Broward County during the past 12 months. Visitors were then asked how many overnight stays they made in Broward County during the past 12 months. They were then asked how many nights they stayed in Broward County on the interview trip. How many days they were in Broward County on the interview trip was derived from information obtained on month, day and arrival time and month, day and time of departure from the County.

We used a set of rules for calculating the number of days (length of trip) in Broward County for the interview trip. If a person arrived after 10:00 PM, we did not count that day. If a person was leaving or planning to leave the County before noon, we did not count the day. If the person arrived after 10:00 PM and was leaving before noon the next day, then we assigned them one day.

Annual Visits. On average visitors to Broward County made 7.19 visits annually. Although summer visitors, on average, made 7.23 trips, while winter visitors made, on average 7.11 trips, the differences were not statistically significant. The distributions by season were statistically significant. Winter visitors had a significantly higher proportion of visitors that made only one visit to the County in the past 12 months (Figure 4).

Annual Days. On average, visitors to Broward County spent over 15 days in the County over the past 12 months. Although winter season visitors spent a higher number of days in the County than summer visitors, the difference was not statistically significant. And, although there was not a significant difference in the mean number of days

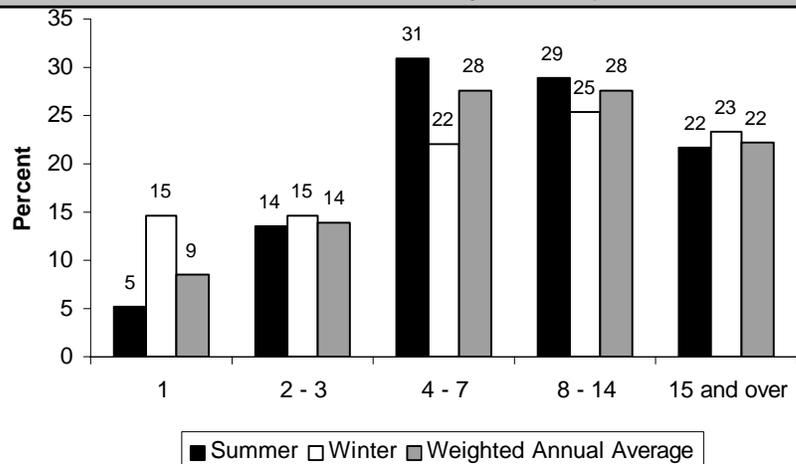
While there was no significant difference in the mean number of trips between summer and winter visitors, winter visitors constituted a higher proportion of those who visited the county only once in the past 12 months.



	Summer	Winter	Weighted Annual Average
Minimum	1	1	1
Maximum	365	365	365
Mean	7.23	7.11	7.19
Median	1	1	1
Mode	1	1	1

Figure 4. Annual Visits by Season

Winter visitors constituted a higher proportion of those who visited the county one day in the past 12 months, while summer visitors constituted a higher proportion of those who visited between four and fourteen days in the past 12 months.



	Summer	Winter	Weighted Annual Average
Minimum	1	1	1
Maximum	365	365	365
Mean	15.59	16.29	15.85
Median	8	7	7
Mode	6	1	1

Figure 5. Annual Days by Season

by season, there was a significant difference in the distributions of number of days by seasons. Winter visitors had a significantly higher proportion of one day visitors than summer visitors, while summer visitors had a significantly higher proportion of those who visited between four and 14 days per year (Figure 5).

Annual Number of Overnight Stays.

On average, visitors to Broward County made about 1.4 overnight trips to the County annually. Summer visitors made an average of 1.45 overnight trips, while winter visitors made an average of 1.31 overnight trips. This difference was not statistically significant. Winter visitors made-up a higher proportion of day visitors, while summer season visitors made-up a higher proportion of visitors that made one to three overnight trips (Figure 6).

Length of Trip (Days). On average, visitor trips to Broward County were over 7 days in length. The length of winter season trips were longer than summer season trips (7.2 days versus 8.2 days), but the difference was not statistically significant. About 26 percent of the winter season trips were one day in length versus on 15 percent of summer season trips. Over 60 percent of summer season visitors spent between four and 14 days in Broward County on their summer trips, while 45 percent of winter season visitor trips were between four and fourteen days. Winter season visitors spent a significantly higher percentage of stays 15 days or longer (Figure 7).

Winter visitors constituted a higher proportion of those who took zero overnight trips in the past 12 months, while summer visitors constituted a higher proportion of those who took one to three overnight trips.

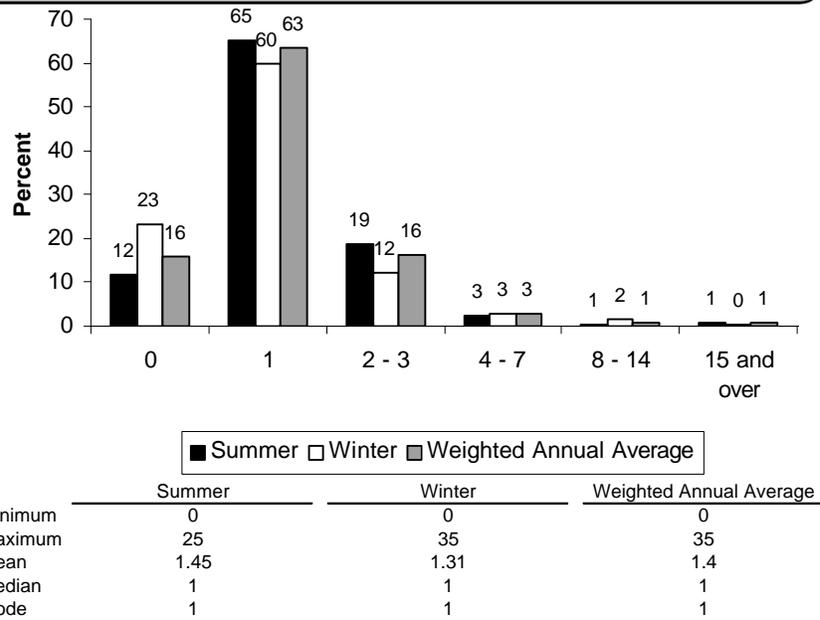


Figure 6. Annual Number of Overnight Trips by Season

Winter visitors constituted a higher proportion of those taking one day on the interview trip, while summer visitors constituted a higher proportion of those taking four to fourteen days.

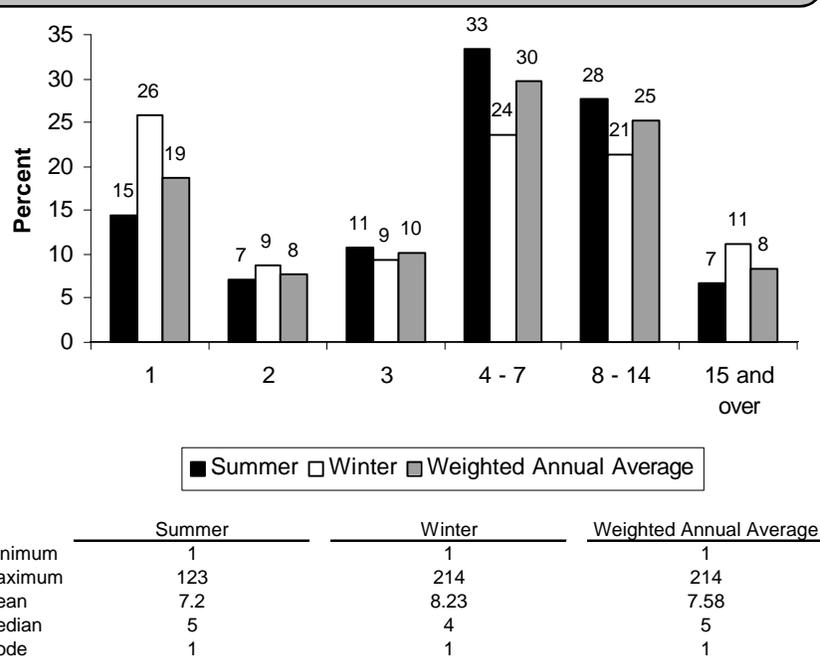
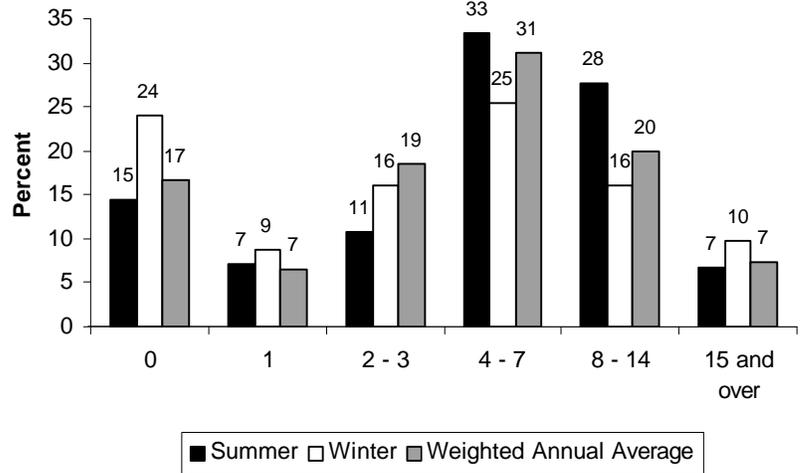


Figure 7. Length of Stay (# of Days) by Season

Length of Trip (Nights). Length of trip as measured by the number of days in the County provides a useful measure for looking at the opportunity to undertake activities. Length of trip measured by the number of nights adds information to assess the demand for overnight accommodations. On average, visitors to Broward County spent 6.8 nights in Broward County on their most recent trip. Winter visitors spent more nights than summer visitors (7.4 nights versus 6.6 nights), but the difference was not statistically significant. As with length of trips measured in number of days, summer season visitors had a higher proportion of visitors staying between four and 14 nights than winter season visitors. Winter season visitors had higher proportions at both extremes i.e., a higher proportion of zero overnights and a higher proportion of stays of 15 or more nights (Figure 8).

Summer visitors constituted a particularly higher proportion of those taking zero or one nights on the interview trip, while summer visitors constituted a higher proportion of those taking four to fourteen nights.



	Summer	Winter	Weighted Annual Average
Minimum	0	0	0
Maximum	122	213	213
Mean	6.56	7.37	6.86
Median	5	4	5
Mode	0	0	0

Figure 8. Number of Nights on Interview Trip by Season

Demographic Profiles

The General Visitor Survey obtained information on 1) total party size, including residents of Broward County that were accompanying visitors while engaging in visitor/tourist activities, 2) total party size, excluding residents of Broward County (necessary for estimating total visitation), 3) number in the party 16 years of age and older, excluding residents of Broward County, 4) number in party under 16 years of age, excluding residents of Broward County, 5) Age of survey respondent (limited to those age 16 and older), 6) Race/Ethnicity of survey respondent, and 7) Annual Household Income of survey respondent.

Total Party Size, Including Residents. As will be shown below, a high proportion of visitors to Broward County comes to visit family and/or friends. In addition, a high proportion of those staying overnight stay with family or friends. On average, total party size was 3.27 persons (3.49 summer and 2.89 winter). The differences in mean party size between summer and winter visitors was not statistically significant. Although there was no differences in mean party size between summer and winter visitors, the distributions were different. A higher proportion of summer visitors was one-person parties and a higher proportion of winter visitors were two-person parties (Figure 9).

Total Party Size, Excluding Residents. Even though a high proportion of visitors to Broward County were visiting and/or staying with family or friends, they did not include them in their tourist activity party. There was no difference between party size including residents and total party size excluding residents (3.27 versus 3.23). See Figures 9 and 10.

There was no significant difference in the mean party size, including residents, but summer visitors constituted a higher proportion of one-person parties and winter visitors constituted a higher proportion of two-person parties.

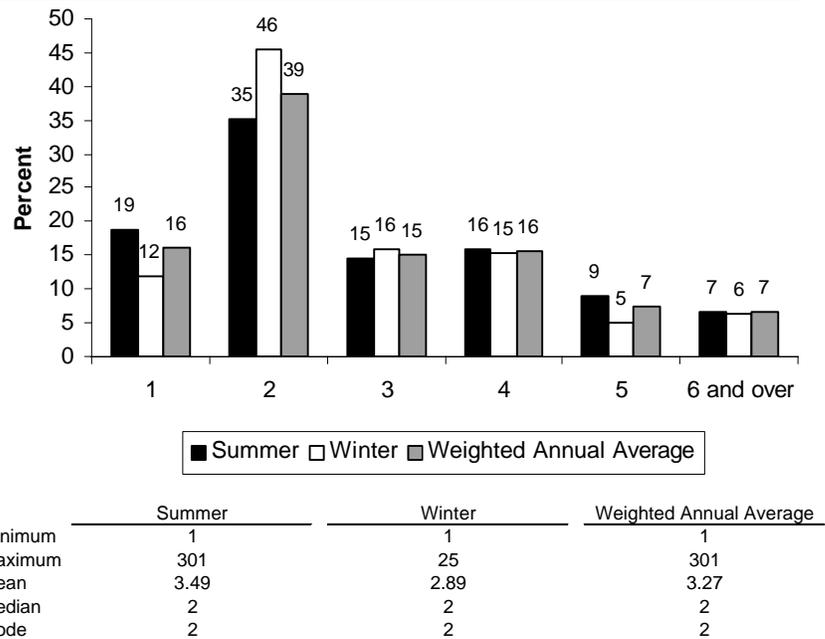


Figure 9. Total Party Size, Including Residents, by Season

There was no significant difference in the mean party size, excluding residents. The distribution pattern was very similar to that of total party size with residents included.

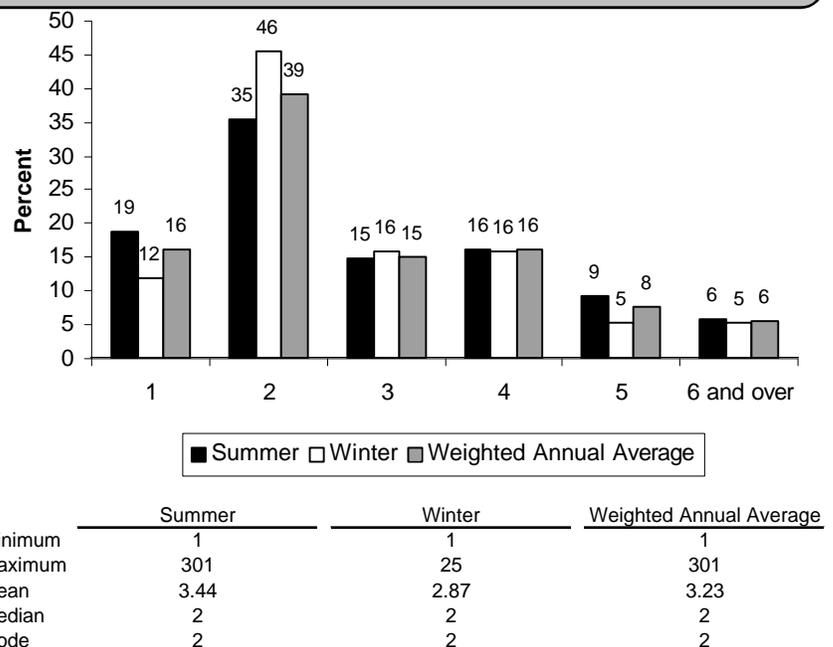
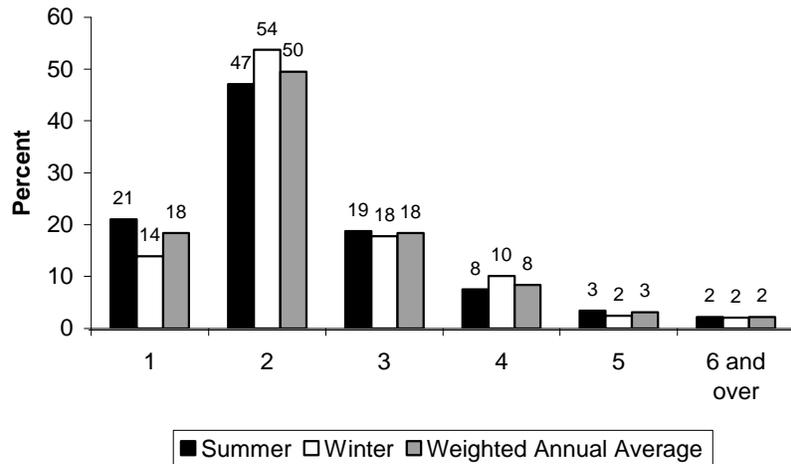


Figure 10. Total Party Size, Excluding Residents, by Season

Party Size, those 16 years of age and older, excluding residents. On average, visiting parties consisted of 2.56 people' age 16 or older (2.63 summer and 2.45 winter). The differences in summer and winter party size were not significant. Again, the distribution was similar to total party size. Summer visitors had a higher proportion of one-person parties and winter visitors had a higher proportion of two-person parties (Figure 11).

Party Size, those under 16 years of age, excluding residents. Visiting parties contained few people' under 16 years of age. On average, parties contained only 0.66 people' under 16 years of age. The difference between summer and winter mean number of persons under 16 was not statistically significant. Summer visitors parties did contain a higher proportion of people' under 16 years of age than winter visitors (Figure 12).

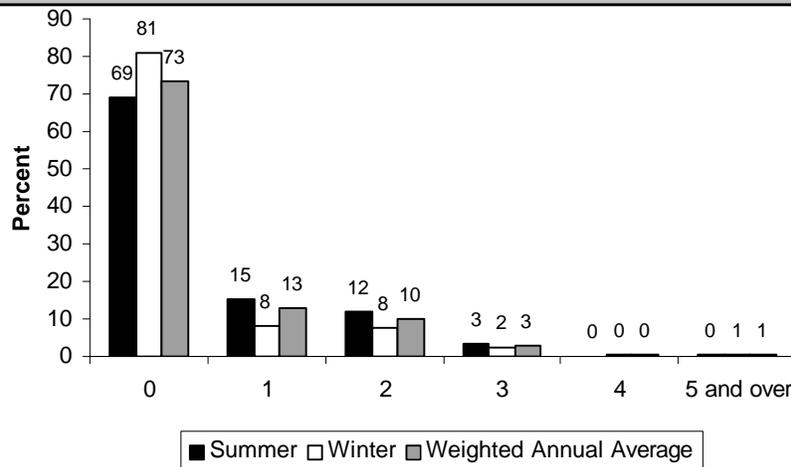
There was no significant difference in the mean party size, for those 16 years old, and older, but summer visitors constituted a higher proportion of one-person parties and winter visitors constituted a higher proportion of two-person parties.



	Summer	Winter	Weighted Annual Average
Minimum	1	1	1
Maximum	151	16	151
Mean	2.63	2.45	2.56
Median	2	2	2
Mode	2	2	2

Figure 11. Party Size 16 years of age and over, Excluding Residents, by Season

The majority of visitors were not in a party that included someone under age 16. Summer visitors had a high proportion of those who were under age 16.



	Summer	Winter	Weighted Annual Average
Minimum	0	0	0
Maximum	150	24	150
Mean	0.81	0.42	0.66
Median	0	0	0
Mode	0	0	0

Figure 12. Party Size under 16, Excluding Residents, by Season

Age of the Respondent. The average age of survey respondents was about 44. Winter season visitors were, on average, older than summer season visitors (48.13 versus 42.13) and this difference was statistically significant. The summer and winter season visitors had the same proportion of visitors in the 36 to 45 age category. A significantly higher proportion of winter visitors were age 46 or above than summer visitors (57% versus 39%). Summer visitors had a significantly higher proportion of visitors under age 36 than winter visitors (35% versus 17%). See Figure 13.

The average age of winter visitors was significantly higher than that of the summer visitors. The largest difference was in the 46 and older age group.

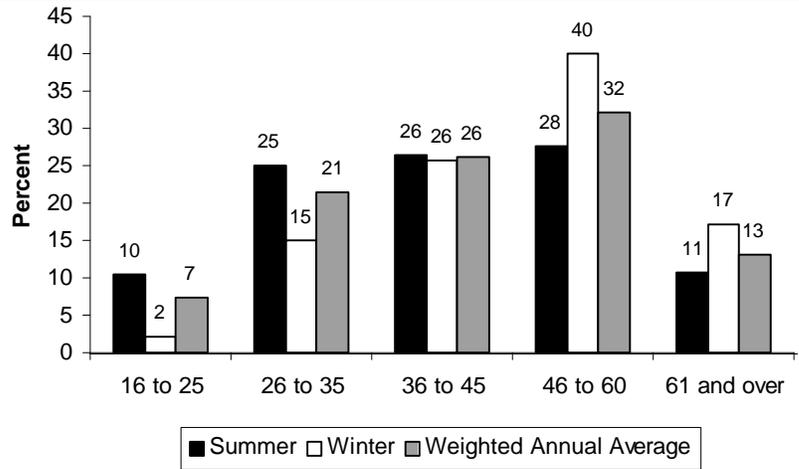


Figure 13. Age of Respondents by Season

Summer visitors had a higher proportion of visitors of Hispanic, Latino or Spanish origin.

Race/Ethnicity. We report race/ethnicity in two formats. The first format is that used by the U.S. Census Bureau in the Census of Population. In the Census Bureau format, all categories of race/ethnicity can potentially be also of Hispanic, Latino or Spanish origin, so two survey questions are used to derive the race/ethnicity information (See General Visitor Survey Questionnaire in the Appendix). Figures 14 and 15 report race/ethnicity in the U.S. Census format. Many other surveys have reported race/ethnicity in a second format that collapses the information to one set of categories. For comparison purposes, we also provide this second format in Figure 16.

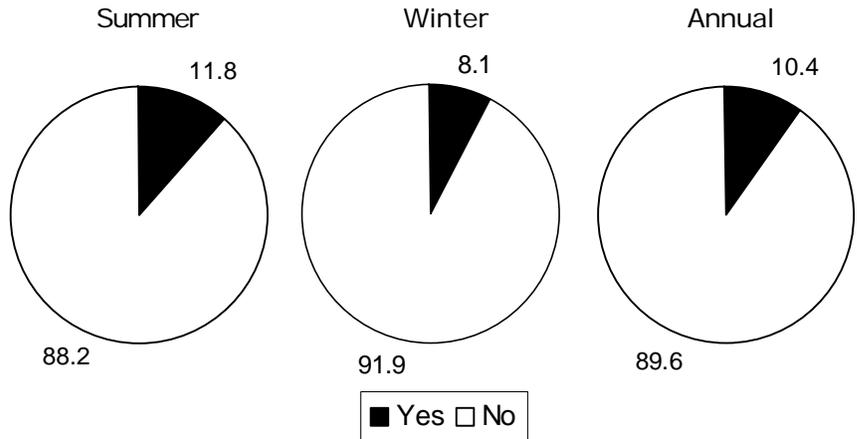


Figure 14. Hispanic, Latino or Spanish Origin by Season

Summer visitors were comprised of a higher proportion of visitors of Hispanic, Latino or Spanish origin than winter season visitors (11.8% summer and 8.1% winter—Figure 14). Annually, 10.4 percent of visitors were of Hispanic, Latino or Spanish origin. Black/African Americans were a higher proportion of summer visitors than winter visitors (17% summer and 5% winter). Annually, Black/African Americans were 13 percent of the general visiting population. On an annual basis, Whites were 84 percent of the general visitor population (78% summer and 94% winter). See Figure 15.

White visitors tended to visit more in the winter, while Black/African American visitors tended to visit more in the summer.

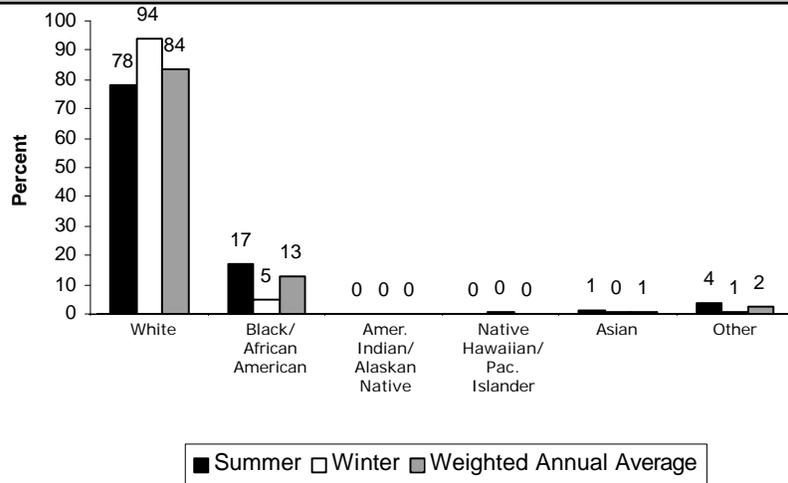


Figure 15. Race by Season

Summer visitors were comprised of a relatively higher proportion of Black-not Hispanic visitors, Hispanic visitors and Asian Pacific Islanders, while winter visitors were comprised of a relatively higher proportion of whites.

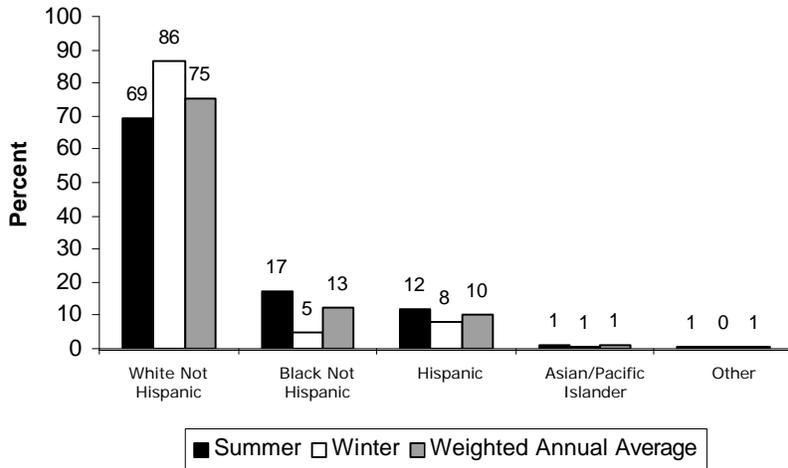


Figure 16. Race/Ethnicity by Season

Annual Household Income. In the General Visitor Survey, we asked for annual household income divided into 15 income categories. Table 7 summarizes the results. Twenty-two (22) percent refused to answer the income question and there was a significantly higher rate of refusal during the winter season (28.7% winter and 10.5% summer). Results of other surveys report annual household income of visitors in fewer categories, so we have done this in Table 8. There were no significant differences in the annual household incomes of summer and winter season visitors.

Table 7. Annual Household Income, Detailed Categories, by Season

Annual Household Income	Summer	Winter	Annual
Less than \$5,000	1.0%	0.0%	0.6%
\$5,000 to \$9,999	0.8%	1.0%	0.6%
\$10,000 to \$14,999	0.6%	0.0%	0.4%
\$15,000 to \$19,999	1.4%	0.0%	0.9%
\$20,000 to \$24,999	1.0%	1.4%	1.2%
\$25,000 to \$29,999	1.4%	0.3%	1.0%
\$30,000 to \$34,999	2.6%	1.4%	2.2%
\$35,000 to \$39,999	3.8%	4.5%	4.1%
\$40,000 to \$44,999	4.8%	2.1%	3.8%
\$45,000 to \$49,999	7.5%	8.7%	7.9%
\$50,000 to \$59,999	11.3%	16.4%	13.2%
\$60,000 to \$74,999	13.1%	18.5%	15.1%
\$75,000 to \$99,999	10.7%	16.7%	12.9%
\$100,000 to \$149,999	6.7%	11.1%	8.3%
\$150,000 and over	4.4%	8.0%	5.8%
Missing	28.7%	10.5%	22.0%

Table 8. Annual Household Income, Collapsed Categories, by Season

Annual Household Income	Summer	Winter	Annual
Less than \$19,999	3.8%	0.3%	2.6%
\$20,000 to \$39,999	8.9%	7.7%	8.4%
\$40,000 to \$59,999	23.6%	27.2%	24.9%
\$60,000 to \$99,999	23.8%	35.2%	28.0%
\$100,000 and over	11.1%	19.2%	14.1%
Missing	28.7%	10.5%	22.0%

Economic Contribution of Visitors to Palm Beach County

In the General Visitor Survey, we asked about primary purpose of the trip, type of accommodations used by overnight visitors, and expenditures per party per trip. To extrapolate from sample average expenditures to population total expenditures, requires an estimate of expenditures per person-trip. Total expenditures are equal to average expenditures per person-trip times total person-trips (See Table 2 for person-trips). The survey asks for the number of people in the party that the expenditures cover. We divided party expenditures by the number in the party the expenditure covers to derive expenditures per person-trip.

Table 9 reports the primary purpose of the trip to Broward County. During the summer season only 62.2 percent of visitors reported "Recreation or Vacation" as their primary purpose for visiting Broward County versus 75.4% for the winter season. Much higher proportions of summer visitors' primary purpose of trip was to visit family or friends or business. Many on business reported that someone else covered their lodging, food and transportation expenditures. These were not recorded as zero expenditure, instead they were recorded as missing or no response, since they are not true zeroes.

Table 10 reports the type of accommodations used by visitors on overnight stays. Annually, over 35 percent of the general visitor population that stays overnight stay with family or friends (37.9% summer and 29.8% winter). Those who stayed with family or friends all gave zero for lodging expenditures. They are true zeroes and are included in calculating average expenditures.

Expenditures Per Person-trip. Table 11 reports the average expenditures per person-trip by category of expenditure and season. Winter season visitors had significantly

Table 9. Primary Purpose of Trip by Season

Primary Purpose of Trip	Summer	Winter	Annual
Recreation or Vacation	62.2%	75.4%	67.1%
Visit Family or Friends	24.0%	13.7%	20.2%
Business Trip	8.7%	5.3%	7.5%
Business and Pleasure	4.3%	4.6%	4.4%
Other	0.8%	1.1%	0.9%

Table 10. Type of Accommodations - Overnight Visitors by Season

Type of Accommodations	Summer	Winter	Annual
Hotel/Motel	47.9%	40.5%	45.4%
Family/Friends	37.9%	29.8%	35.2%
Campground	3.0%	13.0%	6.4%
Condo/Second Home	4.4%	5.6%	4.8%
Vacation Rental	2.8%	4.7%	3.4%
Time Share	3.7%	6.5%	4.7%
Navy Boat	0.2%	0.0%	0.2%

Table 11. Expenditures Per Person-Trip by Season¹

Expenditures	Summer	Winter	Annual
Lodging	\$ 138.82	\$ 99.23	\$ 124.05
Food and Beverages in a Bar/Restaurant	\$ 119.14	\$ 94.88	\$ 110.24
Food and Beverages from Grocery/Convenience Store	\$ 25.21	\$ 26.44	\$ 25.66
Sport Activity Fees	\$ 20.39	\$ 16.55	\$ 18.98
Admission to Events and Attractions	\$ 13.27	\$ 13.03	\$ 13.18
Evening Entertainment	\$ 13.39	\$ 6.44	\$ 10.87
Rental Car/Taxi/Bus Fare	\$ 45.03	\$ 30.10	\$ 39.58
Shopping (Clothes, gifts)	\$ 92.92	\$ 29.88	\$ 69.97
Other	\$ 12.80	\$ 2.72	\$ 9.13
Total	\$ 480.97	\$ 319.27	\$ 421.66

1. Those in bold are statistically different (summer vs. winter)

On a per person-trip basis, winter visitors spent significantly less than summer visitors.

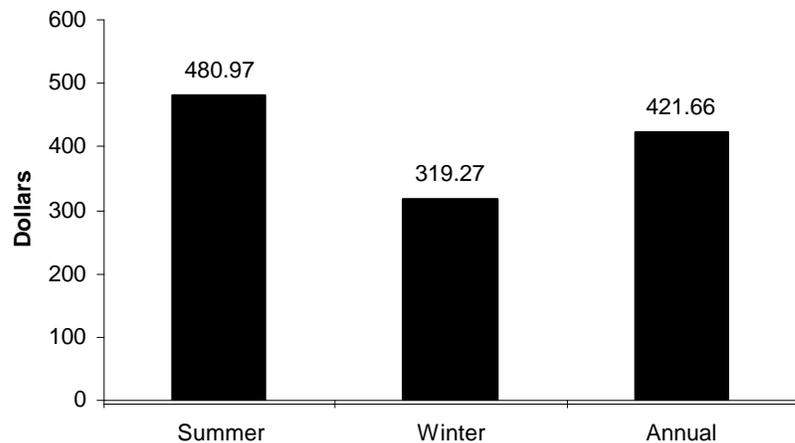


Figure 17. Total Expenditures per Person-trip by Season

higher total expenditures per person-trip than summer season visitors (\$480.97 versus \$319.27 – Figure 17).

Expenditures Per Person-day. As stated above, winter season visitors spent more per person-trip than summer visitors. The conclusion does not change when we normalize expenditures on a per person-day basis. Summer visitors spend significantly more than winter visitors (\$61.37 versus \$33.13). Annually, the average visitor spends \$46.83 per person-day in Broward County (Table 12).

Total Expenditures. Table 13 reports total expenditures made by the general visitor population in Broward County by season. During the period June 2000 through May 2001, we estimate that general visitors spent about \$3.5 billion in Broward County. Almost \$1.6 billion was spent by summer season visitors and over \$1.94 billion by winter season visitors.

Table 12. Expenditures Per Person-Day by Season

Expenditures	Summer	Winter	Annual
Lodging	\$ 17.71	\$ 10.30	\$ 13.78
Food and Beverages in a Bar/Restaurant	\$ 15.20	\$ 9.85	\$ 12.24
Food and Beverages from Grocery/Convenience Store	\$ 3.22	\$ 2.74	\$ 2.85
Sport Activity Fees	\$ 2.60	\$ 1.72	\$ 2.11
Admission to Events and Attractions	\$ 1.69	\$ 1.35	\$ 1.46
Evening Entertainment	\$ 1.71	\$ 0.67	\$ 1.21
Rental Car/Taxi/Bux Fare	\$ 5.75	\$ 3.12	\$ 4.40
Shopping (Clothes, gifts)	\$ 11.86	\$ 3.10	\$ 7.77
Other	\$ 1.63	\$ 0.28	\$ 1.01
Total	\$ 61.37	\$ 33.13	\$ 46.83

On a per person-day basis, summer visitors spent more than winter visitors.

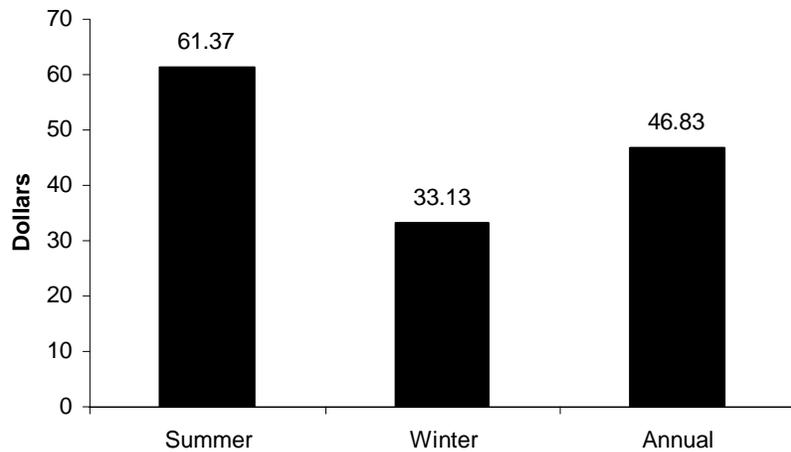


Figure 18. Total Expenditures per Person-day by Season

Table 13. Total Expenditures by Season

Expenditures	Summer	Winter	Annual
Lodging	\$ 459,494,200	\$ 604,310,700	\$ 1,063,804,900
Food and Beverages in a Bar/Restaurant	\$ 394,353,400	\$ 577,819,200	\$ 972,172,600
Food and Beverages from Grocery/Convenience Store	\$ 83,445,100	\$ 161,019,600	\$ 244,464,700
Sport Activity Fees	\$ 67,490,900	\$ 100,789,500	\$ 168,280,400
Admission to Events and Attractions	\$ 43,923,700	\$ 79,352,700	\$ 123,276,400
Evening Entertainment	\$ 44,320,900	\$ 39,219,600	\$ 83,540,500
Rental Car/Taxi/Bux Fare	\$ 149,049,300	\$ 183,309,000	\$ 332,358,300
Shopping (Clothes, gifts)	\$ 307,565,200	\$ 181,969,200	\$ 489,534,400
Other	\$ 42,368,000	\$ 16,564,800	\$ 58,932,800
Total	\$ 1,592,010,700	\$ 1,944,354,300	\$ 3,536,365,000

Definitions. When a local economy experiences an increase in spending by visitors, residents of that economy benefit by more than just the dollar amount of the goods and services purchased. This is because the businesses serving tourists must increase the amount of labor, goods and services they buy in order to produce the additional goods and services. Thus, the businesses that have experienced increased spending will have a ripple effect on the other businesses that supply them, and those businesses, in turn, effect others on down the supply chain. Economists call the initial spending activity the “direct effect,” and the subsequent ripples are the indirect and induced effects. The indirect and induced effects are also called the multiplier impacts. See the box at right for detailed definitions of these and related terms.

- **Direct Effects:** The amount of the increased purchase of inputs used to manufacture or produce the final goods and services purchased by visitors.
- **Indirect Effects:** The value of the inputs used by firms that are called upon to produce additional goods and services for those firms first impacted directly by recreational spending.
- **Induced effects:** Result from the direct and indirect effects of recreation spending. Induced effects are related to persons and businesses that receive added income as a result of local spending by employees and managers of the firms and plants that are impacted by the direct and indirect effects of recreational spending. This added income results in increased demand for goods and services and, in turn, increased production and sales of inputs.
- **Total Effect:** The sum of direct, indirect, and induced effects (Walsh et. al. 1987). Typically, the total effects are between 1.5 to 2 times more than the amount that the visitors originally spent in the local economy.
- **Total Output:** The value of all goods and services produced by the industries in a sector. For an economy as a whole, total output double-counts the value of production because it accounts for all sales; intermediate outputs are counted every time they are sold. In terms of direct impacts, the additional total output caused by visitor expenditures is equal to the increased final demand, and the increased final demand will roughly equal the dollar value of visitor expenditures, minus the value of items that have to be imported into the region.
- **Value Added:** Total output minus the value of inputs to a sector’s production. As such, value added is the net benefit to an economy, and it contains the sum of employee compensation, indirect business taxes, and property income.
- **Total Income:** The sum of property income and employee compensation.
- **Employment:** The number of full- or part-time jobs.
- **Indirect Business Taxes (IBT):** A component of value added consisting of excise and sales taxes paid by individuals to businesses. These do not include taxes on profit or income.

Economic Contribution to Broward County. Using the annual expenditures in Broward County of \$3.54 billion, we estimate the total economic contribution these expenditures made to Broward County measures in value added, output/sales, income, the number of full and part time jobs, and indirect business taxes (See definitions box). We use the input-output model IMPLAN that accounts for the ripple or multiplier impacts of visitor spending throughout the Broward County economy.

Figure 19 summarizes the economic contribution of visitor spending in Broward County. In the first step of the IMPLAN model, the amount of inputs that are purchased outside Broward County by businesses receiving visitor spending is subtracted to derive direct output. These purchases of inputs from outside the County are considered a “leakage” of

spending by economists. So, the \$3.54 billion in visitor spending had a direct impact of \$3.08 billion in output, \$1.68 billion in value added, \$1.09 billion in income, which supported 49,922 full and part time jobs, and \$200.00 million in indirect business taxes.

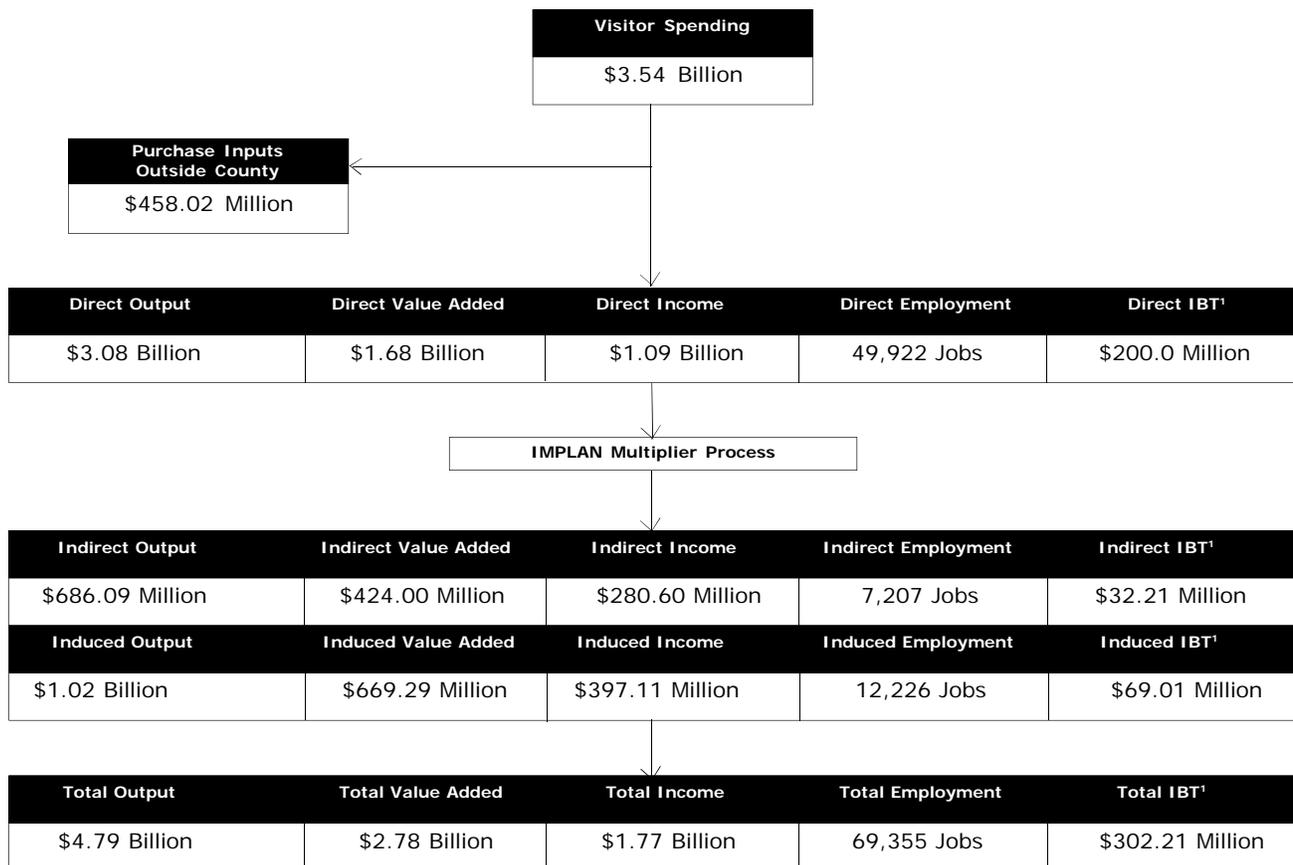
Those that receive this direct spending by visitors then purchase other inputs of production in Broward County and those employed directly and indirectly spend portions of their incomes in Broward County, these are the indirect and induced impacts and represent the multiplier impacts. The total impacts or economic contribution to Broward County by visitor spending was \$4.79 billion in output/sales, \$2.78 billion in value added, \$1.77 billion in income, which supported 69,355 full and part time jobs, and \$302.21 million in indirect business taxes.

Visitors accounted for 6.29 percent of Broward County’s income by place of work and 3.68 percent of income by place of residence. Visitor generated employment accounted for 8.17 percent of all Broward County employment.

References.

Walsh, R.G. et al. 1987. Wildlife and fish use assessment: Long-run forecasts of participation in fishing, hunting, and non-consumptive Wildlife recreation. Colorado State University, Technical Report 50.

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1. IBT=Indirect Business Taxes

Figure 19. Economic Contribution of Visitors to Broward County

Appendix

Table A.1. States of Visitor Residence by Season

	Summer		Winter		Annual	
	All Visitors (%)	U.S. Visitors Only (%)	All Visitors (%)	Foreign Visitors Only (%)	All Visitors (%)	Foreign Visitors Only (%)
Akansas	0.4	0.5	1.0	1.1	0.6	0.8
Alabama	1.0	1.3	1.7	1.9	1.3	1.5
Alaska	0.0	0.0	0.7	0.8	0.3	0.3
Arizona	0.6	0.8	0.3	0.4	0.5	0.6
California	3.2	4.1	1.4	1.5	2.6	3.0
Colorado	0.6	0.8	1.7	1.9	1.0	1.2
Connecticut	0.8	1.0	2.8	3.0	1.5	1.8
Delaware	0.4	0.5	0.3	0.4	0.4	0.5
Florida	19.4	24.3	16.0	17.3	18.2	21.5
Georgia	3.6	4.6	2.4	2.6	3.2	3.8
Hawaii	0.0	0.0	0.3	0.4	0.1	0.2
Idaho	0.2	0.3	0.0	0.0	0.1	0.2
Illinois	2.6	3.3	2.4	2.6	2.6	3.0
Indiana	1.4	1.8	2.8	3.0	1.9	2.3
Iowa	0.6	0.8	1.0	1.1	0.8	0.9
Kansas	0.4	0.5	0.0	0.0	0.3	0.3
Kentucky	0.8	1.0	0.3	0.4	0.6	0.8
Louisiana	0.8	1.0	0.3	0.4	0.6	0.8
Maine	0.6	0.8	2.1	2.3	1.2	1.4
Maryland	1.2	1.5	3.8	4.1	2.2	2.6
Massachusetts	1.2	1.5	3.8	4.1	2.2	2.6
Michigan	2.0	2.5	5.2	5.6	3.2	3.8
Minnesota	0.4	0.5	1.7	1.9	0.9	1.1
Mississippi	0.2	0.3	0.3	0.4	0.3	0.3
Missouri	1.0	1.3	0.3	0.4	0.8	0.9
Nebraska	0.2	0.3	0.7	0.8	0.4	0.5
Nevada	0.6	0.8	0.0	0.0	0.4	0.5
New Hampshire	0.2	0.3	2.1	2.3	0.9	1.1
New Jersey	3.6	4.6	3.5	3.8	3.6	4.2
New Mexico	0.4	0.5	0.0	0.0	0.3	0.3
New York	12.3	15.4	10.8	11.7	11.8	13.9
North Carolina	2.2	2.8	2.1	2.3	2.2	2.6
Ohio	3.6	4.6	3.1	3.4	3.5	4.1
Oklahoma	0.0	0.0	1.0	1.1	0.4	0.5
Pennsylvania	4.0	5.1	4.9	5.3	4.3	5.1
Rhode Island	0.2	0.3	1.0	1.1	0.5	0.6
South Carolina	0.2	0.3	1.0	1.1	0.5	0.6
Tennessee	1.4	1.8	1.4	1.5	1.4	1.7
Texas	3.0	3.8	2.4	2.6	2.8	3.3
U.S. Territories	0.2	0.3	0.0	0.0	0.1	0.2
Utah	0.4	0.5	0.0	0.0	0.3	0.3
Vermont	0.2	0.3	1.0	1.1	0.5	0.6
Virginia	1.2	1.5	1.7	1.9	1.4	1.7
Washington	0.2	0.3	0.3	0.4	0.3	0.3
Washington D.C.	0.4	0.5	0.3	0.4	0.4	0.5
West Virginia	0.2	0.3	0.3	0.4	0.3	0.3
Wisconsin	1.2	1.5	1.0	1.1	1.2	1.4
Wyoming	0.0	0.0	0.3	0.4	0.1	0.2

General Visitors Survey

OMB Approval #:0648-0410
Expiration Date 7/31/2003

Screening Criteria: 1) NOT a resident of county of interview.
2) Meets exit condition

Onsite survey number: _____

Date/time of interview:

County of Interview: _____

Month Day Time

1. a) How many people are here with you on your visit to (county of interview) (do not include _____
people

1. b) How many of these people are not permanent residents of (county of interview) _____
people

2. How many of these people are 16 or older (do not include respondent)? _____
people

3. Where is your primary residence?

City or nearest city County State Zipcode

Country: _____

- USA
- Canada
- Mexico
- Central/South America
- Austalia/Oceania
- Japan
- Other Far East
- United Kingdom
- Other Europe
- Middle East
- Africa
- Other

4. a) On this trip to (county of interview), when did you first arrive?

Month Day Time

b) On this trip to (county of interview), when do you plan to leave?

Month Day Time

5. Including this trip, how many times have you visited (county of interview) in the last 12 months - that is, since (date last year)? _____
times

General Visitors Survey

OMB Approval #:0648-0410
Expiration Date:7/31/2003

6. Including this trip, how many days have you spent in (county of interview) in the last 12 months?

_____ # days

7. How many overnight trips have you made to (county of interview) in the last 12 months?

_____ # overnight trips

8. On this trip, how many nights will you have spent in (county of interview)?

_____ # nights

9. Look at Section 1 of the Green Card. How did you and those in your group who are not permanent residents of (county of interview) get to (county of interview)? Please give the letters of all that apply. (Circle all that apply)

- | | | | |
|---|-----------------------------------|---|---------------------|
| A | Automobile - private | H | Air - Marathon |
| B | Automobile - rental | I | Air - Key West |
| C | Air - Miami | J | Air - other Florida |
| D | Air - Ft Lauderdale/
Hollywood | | Specify _____ |
| E | Air - West Palm Beach | K | Cruise ship |
| F | Air - Tampa | L | Own boat |
| G | Air - Orlando | M | Other |
| | | | Specify _____ |

10. Where are you staying or did you stay on this trip to (county of interview)? Please read me the number from Section two of the Green Card.

- | | |
|---|---|
| 1 = Hotel/Motel/Guest House/
Bed & Breakfast | 4 = Condominium, or second home (own),
excluding time shares |
| 2 = Home of family/friends | 5 = Vacation Rental |
| 3 = Campground | 6 = Time Share |

Please refer to the White Card with the Activities List.

11. Over the last 12 months, did you or someone in your current group who is not a resident of (county of interview) engage in any kind of saltwater boating when visiting (county of interview)?

- YES Go to Q12. NO Go to Q15.

**HAND RESPONDENT WHITE CARD WITH
ACTIVITIES LIST**

I would now like to ask you about some of the activities in which you, or someone in your group, participated in while on your visits to (county of interview).

- Q12. In which of these activities did you or someone in your group participate during the last 12 months?
- Q13. As I read each activity in which you said you or someone in your group participated, could you tell me which activity YOU participated in during the past 12 months? *If the person is alone, skip to Q15.*
- Q14. Now as I read each activity would you tell me how many others in your group who are not residents of (county of interview) participated in the activity in (county of interview) during the past 12 months?

Last 12 months					
Activity			Resp	#	Others
—	—	—	○	—	—
—	—	—	○	—	—
—	—	—	○	—	—
—	—	—	○	—	—
—	—	—	○	—	—
—	—	—	○	—	—
—	—	—	○	—	—

- Q15. Please refer to Section 3 on your green card and tell me which reason best describes your primary purpose of your trip to (county of interview). Please read the letter from the green card.
- A Recreation or vacation
 - B Visit family or friends
 - C Business trip
 - D Business and pleasure
 - E Other (specific) _____

General Visitors Survey

OMB Approval #:0648-0410

Expiration Date:7/31/2003

Now I would like to ask you about your trip expenses. Please provide your best estimate of the total for each category for your party for this trip. Include only the amounts spent in this county.

- Q16 _____ Lodging accommodations
- Q17 _____ Food & beverage at restaurants/bars
- Q18 _____ Food & beverage at grocery/convenient stores
- Q19 _____ Sport activities including charter/party/guide fees, boat ramp/marine fees, tackle and bait fees
- Q20 _____ Admission to events and attractions
- Q21 _____ Evening entertainment
- Q22 _____ Rental car, taxi, bus fares
- Q23 _____ Shopping (clothing, gifts, souvenirs)
- Q24 _____ All other

Q25 How many people in your party spent or benefited from these expenditure? _____
of People

Finally, for statistical purposes, we need to know a few things about you.

Q26. In what year were you born? 19 ____ ____

Q27. Sex: Male _____ Female _____ (Observed, not asked)

Q28. Are you Hispanic, Latino or of Spanish origin?

YES

NO

Q29. Please refer to Section 4 of the green card and tell me which category best describes you.

- A White
- B Black or African American
- C American Indian or Alaska Native
- D Native Hawaiian or other Pacific Islander
- E Asian
- F Other

Q30. Please refer to section 5 of the green card and tell me which income category best describes your annual household income last year before taxes. Please give me the letter on the card corresponding to the amount that is the closest to your annual household income.

a b c d e f g h i j k l m n o

Refused

Don't know

That's it. Thank you very much for participating in this survey. I hope you enjoyed your stay.

GREEN CARD

PRIVACY ACT STATEMENT

Your participation is voluntary. Notwithstanding any other provision of the law, no person is required to respond to, nor shall any person be subject to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless the collection of information displays a currently valid OMB Control Number.

Since each interviewed person will represent many others not interviewed, your cooperation is extremely important. This study is being conducted by Hazen & Sawyer and the Florida State University for the State of Florida, Palm Beach, Broward, Miami-Dade and Monroe Counties and the National Oceanic and Atmospheric Administration. Uses of the information include evaluation of present recreation uses and planning for future recreation visitation. At the end of the study any materials identifying you such as name, address or telephone number will be destroyed. All other information will be available for distribution. The interview should take 5 to 15 minutes with an average of 10 minutes.

Section 1. Modes of Transportation

- | | |
|--|-------------------------|
| A = Automobile – private | H = Air – Marathon |
| B = Automobile – rental | I = Air – Key West |
| C = Air – Miami | J = Air – Other Florida |
| D = Air – Ft. Lauderdale/
Hollywood | Specify _____ |
| E = Air – West Palm Beach | K = Cruise Ship |
| F = Air – Tampa | L = Own boat |
| G = Air – Orlando | M = Other |
| | Specify _____ |

Section 2. Overnight Accommodations

- | | |
|---|--|
| 1 = Hotel/Motel/Guest House/
Bed & Breakfast | 4 = Condominium or Second Home (own),
excluding time shares |
| 2 = Home of family/friends | 5 = Vacation Rental |
| 3 = Campground | 6 = Time Share |

Section 3. Primary Purpose of Trip

- | | |
|-----------------------------|---------------------------|
| A = Recreation or Vacation | D = Business and Pleasure |
| B = Visit family or friends | E = Other (Specific) |
| C = Business trip | |

Section 4. Race/Ethnicity

- A. White
- B. Black or African American
- C. American Indian or Alaska Native
- D. Asian
- E. Native Hawaiian or Other Pacific Islander
- F. Other

---OVER---

GREEN CARD

Section 5. Annual Household Income before Taxes

Please give only the letter of your income category.

- | | | | |
|---|----------------------|---|------------------------|
| A | Less than \$5,000 | I | \$40,000 to \$44,999 |
| B | \$5,000 to \$9,999 | J | \$45,000 to \$49,999 |
| C | \$10,000 to \$14,999 | K | \$50,000 to \$59,999 |
| D | \$15,000 to \$19,999 | L | \$60,000 to \$74,999 |
| E | \$20,000 to \$24,999 | M | \$75,000 to \$99,999 |
| F | \$25,000 to \$29,999 | N | \$100,000 to \$149,999 |
| G | \$30,000 to \$34,999 | O | \$150,000 or more |
| H | \$35,000 to \$39,999 | | |

WHITE CARD

ACTIVITIES LIST

Number

Activities by Boat in Saltwater

Snorkeling

- 100 Snorkeling from charter/party boat (pay operation)
- 101 Snorkeling from Rental boat
- 102 Snorkeling from private boat (own boat/friend's boat)

Scuba Diving

- 200 Scuba diving from charter/party boat (pay operation)
- 201 Scuba diving from rental boat
- 202 Scuba diving from private boat (own boat/friend's boat)

Special Activities while Snorkeling or Scuba Diving

- 300 Diving for lobsters
- 301 Underwater photography
- 302 Wreck diving
- 303 Spear fishing
- 304 Collecting tropical fish or shellfish
- 305 Current/drift diving

Fishing - Offshore/Trolling

- 400 Fishing from charter boat (pay operation six persons or less) - offshore
- 401 Fishing from party or head boat (charge per person) - off shore
- 402 Fishing from rental boat - offshore
- 403 Fishing from private boat (own boat/friend's boat) - offshore

Fishing - Flats or Back Country

- 404 Fishing from Charter/party boat (pay operation) - flats or back country
- 405 Fishing from rental boat - flats or back country
- 406 Fishing from private boat (own boat/friend's boat) - flats or back country

Fishing - Bottom

- 407 Bottom fishing from charter boat (pay operation six persons or less)
- 408 Bottom fishing from party or head boat (charge per person)
- 409 Bottom fishing from rental boat
- 410 Bottom fishing from private boat (own boat/friend's boat)

Viewing Nature and Wildlife

- 500 Glass bottom boat rides (pay operation)
- 501 Back country boating excursions (pay operation/guided service/NOT FISHING)
- 502 Viewing nature and wildlife from rental boat
- 503 Viewing nature and wildlife from private boat (own boat/friend's boat)

Personal Watercraft (jet skis, wave runners, etc.)

- 600 Personal watercraft - rental
- 601 Personal watercraft - private (own boat/friend's boat)

Sailing

- 700 Sailing charter/party boat (pay operation)
- 701 Sailing rental boat
- 702 Sailing private boat (own boat/friend's boat)

Other Activities NOT MENTIONED ABOVE (parasailing, hang gliding, sunset cruises, water-skiing)

- 800 Other activities from charter/party (pay operation)
- 801 Other activities from rental boat
- 802 Other activities from private boat (own boat/friend's boat)